

Sales Deadline: December 23, 2009

Airing Dates: March 1 - 28, 2010



IslandSpring.Travel

Tourism Vancouver Island has partnered with 103.5 QM/FM to bring you an amazing radio opportunity. We are looking for 10 Stakeholders who would like to take advantage of this great program.

This 4 week campaign will kick off March 1, 2010 and a total of **180** 30-second commercials will air, 18 of which will directly feature your company!

These radio commercials will be constructed in a doughnut format, giving each stakeholder approximately 20 seconds in the middle of each 30 second commercial.

Campaign Features

Winner Announcements

March 5th, 12th, 19th & 26th
4 winner announcements with Dale Wolfe in the afternoons

Listeners Club Email Blast

March 5th
Email to members of the QM/FM Listener Club giving full contest details

Web Listing

March 1st - 26th
4 week listing with enter to win component and hotlink to IslandSpring.Travel

Live Liners

March 1st - 25th
Inclusion in a minimum of 56 live liners over 4 weeks



QM/FM reaches baby boomers. Almost 63% of the audience is female and almost 64% are between 25-54 years of age.

Total Value: \$17,400.00

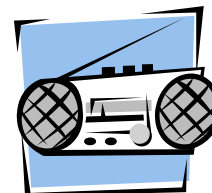
QM/FM listeners are wired. Over 85% of listeners have home computers and over 80% have high speed internet access. Well over 1 in 3 people report doing some form of online shopping in the past year

This campaign will be built around a contest. Each week QM/FM will draw for a weekend trip for a family of four to Vancouver Island. Each stakeholder will be asked to donate an item to contribute to one of the four family weekend getaways. Listeners will be driven to IslandSpring.Travel to enter for their chance to win this incredible prize!

In order to entice listeners to visit the stakeholders website and to come visit their property, stakeholders will be asked to present an attractive package or discounted rate that will be displayed on IslandSpring.Travel

Radio Rates

	Stakeholder	Regular	Savings
Cost per Stakeholder	\$ 2,875.00	\$ 4,380.00	\$ 1,505.00
Cost per Spot	\$ 159.72		



Over 55% of QM/FM listeners work 30 plus hours per week and nearly 40% are owners/managers/professionals

Sales and Information:

Vicky Campbell, Program Sales Rep. for Tourism Vancouver Island

Phone 1-250-740-1216 **Fax** 1-250-754-3599 **Email** Vicky@tourismvi.ca



Company Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____ Email: _____

Program Cost: \$ 2875.00

Add GST @5% (GST# 121700611) \$ 143.75

Total Cost \$ 3018.75

Please Submit the following Material:

Web Site Information for IslandSpring.Travel

Shannon Russell, Web and Systems Administrator **Phone** 1-250-740-1222 **Email** Shannon@tourismvi.ca

- Company logo
- One website URL
- One contact phone number
- Approx. 25 words of text outlining attractive promotional package

Radio Commercial Information

Vicky Campbell, Program Sales Rep. **Phone** 1-250-740-1216 **Email** Vicky@tourismvi.ca

- Approx. 25 words of text outlining your company (who you are, what you have to offer, location, and contact information)

Fax 1-250-754-3599

Payment Information

Payment Method: **Cheque** **Master Card** **Visa** **Invoice**

Cardholder Name: _____

Card Account Number: _____ Expiry Date: _____

Authorized Cardholder Signature: _____

*Please make Cheque payable to Tourism Vancouver Island (#501-65 Front St. Nanaimo BC V9R 5H9)

*Interest shall be charged at a rate of 2% per month on all overdue accounts.

Agreement

I have read the attached Stakeholder Category Criteria Form and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island.
(Please include the Stakeholder Category Criteria form with your contract)

I re-affirm that I am in compliance with the eligibility criteria which I have previously confirmed. (refer to previously completed Stakeholder Category Criteria form)

Signed by: _____

Title: _____ Print Name: _____

Phone #: _____ Date: _____



Stakeholder Category Criteria **Please initial appropriate criteria

Accommodation, Hostels and Campgrounds _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance, and ▪ The Stakeholder must be a minimum of one of the following (please indicate): <ul style="list-style-type: none"> <input type="checkbox"/> Tourism BC Approved Accommodation <input type="checkbox"/> AAA rated/approved <input type="checkbox"/> Canada Select rated/approved
Lodges & Vacation Home Rentals _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability)
Associations & Transportation _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Incorporated under the Societies Act or Boards of Trade Act
House Boats _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance, and ▪ Coast Guard certified
Real Estate _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Either/or: <ol style="list-style-type: none"> 1. Member of the local Real Estate Board 2. BC licensed realtor
Adventure, Ski, Golf, Attractions, Arts & Culture, Spa & Wellness, Agriculture & Winery, Food & Beverage, Meeting Facilities Rentals, & Gardens _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability)
Tour Operators (In and out of province) _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Tour operator registration
Parks _____Initial	<ul style="list-style-type: none"> ▪ Must be either: <ol style="list-style-type: none"> 1. Municipal 2. Regional 3. Provincial 4. Federal
Dive _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability), and ▪ Canadian Transport certified vessel (if applicable), and either/or <ol style="list-style-type: none"> 1. Affiliation and registration as a Dive Centre with an Internationally recognized Scuba Training Agency.
Education _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ BC Public Education
Learning/Enrichment _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability), and ▪ Business license or Society registration
Events & Retail/Service _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Applicable insurance

I have read the Stakeholder Criteria form above and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island

Print Name _____ Signature _____